

WHAT IS CLAIMED IS:

- 1                   1.     A method of evaluating contacts stored in a data source, the  
2 method comprising:  
3                   allowing a user to define a data format;  
4                   allowing a user to define a plurality of rules that operate on data  
5 formatted according to the data format, wherein the rules are intended to assess a  
6 quality of data;  
7                   mapping data identifying a plurality of contacts from the data source to  
8 the data format; and  
9                   executing the plurality of rules on the mapped data to produce a set of  
10 analyzed data that allows evaluation of potential contacts according to an assessed  
11 quality of the data.
- 1                   2.     The method of claim 1 wherein the data source is either a  
2 database or a spreadsheet file.
- 1                   3.     The method of claim 1 wherein the data source is a  
2 heterogeneous data source.
- 1                   4.     The method of claim 1 wherein the data source comprises a  
2 plurality of sales leads.
- 1                   5 .    The method of claim 1 wherein the plurality of rules that can be  
2 defined by a user include spatial rules, age/lineage rules, pattern-based rules, electronic  
3 validation rules and numeric operator-based rules.
- 1                   6 .    The method of claim 1 wherein the step of executing the  
2 plurality of rules comprises scoring the mapped data.
- 1                   7.     The method of claim 6 further comprising, after executing the  
2 plurality of rules, allowing a user to rank data from the set of analyzed data according  
3 to its score.
- 1                   8.     The method of claim 1 further comprising, after executing the  
2 plurality of rules, allowing a user to sort the analyzed data into buckets according to  
3 whether or not the data passed specific rules identified by the user.

- 1                   9.     A method of evaluating sales leads stored in a data source, the  
2 method comprising:  
3                   allowing a user to define a data format;  
4                   allowing a user to define a plurality of rules that operate on data  
5 formatted according to the data format, wherein the rules are intended to assess a  
6 quality of data and include spatial rules, pattern-based rules and electronic validation  
7 rules;  
8                   mapping data identifying a plurality of sales leads from the data source  
9 to the data format, wherein the data source is either a database or spreadsheet file; and  
10                  executing the plurality of rules on the mapped data to score the mapped  
11 data and produce a set of analyzed data usable to assess the quality of sales leads in the  
12 data source.
- 1                   10.    The method of claim 9 further comprising, after executing the  
2 plurality of rules, allowing a user to rank data from the set of analyzed data according  
3 to its score.
- 1                   11.    The method of claim 9 further comprising, after executing the  
2 plurality of rules, allowing a user to sort the analyzed data into buckets according to  
3 whether or not the data passed specific rules identified by the user.
- 1                   12.    The method of claim 9 wherein the plurality of rules that can be  
2 defined by a user further comprise age/lineage rules and numeric operator-based rules.
- 1                   13.    A system for evaluating contacts stored in data source, the  
2 system comprising:  
3                   a user interface component configured to allow one or more users to  
4 define a data format; define a plurality of rules that operate on, and are intended to  
5 assess a quality of, data formatted according to the data format; and map data  
6 identifying a plurality of contacts from the data source to the data format; and  
7                   a rules engine component configured to execute the plurality of rules on  
8 the mapped data to produce a set of analyzed data that allows evaluation of potential  
9 contacts according to an assessed quality of the data.

1                   14.    The system of claim 13 wherein the user interface component  
2   allows users to associate a score with each defined rule and wherein the rules engine  
3   component scores the mapped data during execution of the plurality of rules.

1                   15.    The system of claim 14 wherein the user interface is further  
2   configured to allow a user to rank data from the set of analyzed data according to its  
3   score after the rules engine executes the plurality of rules.

1                   16.    The system of claim 14 wherein the user interface is further  
2   configured to, after the rules engine executes the plurality of rules, allow a user to sort  
3   data from the set of analyzed data into buckets according to whether or not the data  
4   passed specific rules identified by the user.